



Roger C. Farmer
Regional Sales Manager
150 Lawrence Bell Drive
Suite 108
Williamsville, NY 14221
Phone: (716) 634-3143
Fax: (716) 634-3145

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To: Division Managers
Key Account Managers
Account Managers

Subject: Doral Priority Market

Early in 1996, the Buffalo Region was designated a Doral Priority Market and given 885 Doral Display Kits (506783) which consists of:

- 1 Doral Display and Riser Card
- 1 Thermometer and 1 Dry Erase Board
- And 2130 Doral Thermometers (505982)
- And 2130 Doral Dry Erase Boards (505985)

We have used 39% of the kits and 19% of the thermometers and boards via our sales force.

- We need your help in getting the remainder to the right calls ASAP!

Please sell the above to your street jobbers and allow them to work in calls less than 100 cartons per week. R. J. Reynolds will pay \$15.00 per month for the displays and we should allow discounting of the initial order in line with DPC amounts. Infor must be sent from the Jobber to you for proper payment.

Communication will be key - this can be presented as a program to drive 2nd half partners goals - Good Selling - keep me posted on results.

Sincerely,

Roger C. Farmer

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